

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

YAT & C Department - Tourism Promotion – Showcasing of Kakatiya Fort as Andhra Pradesh Tourism Stall at Delhi International Airport 2013 by M/s. Touchstone Advertising Pvt., Ltd., Hyderabad – Sanction an amount of Rs.14,60,680/- (Rupees Fourteen Lakhs Sixty Thousand Six Hundred and Eighty only) including taxes - Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 722

Dated:16-09-2013

Read:-

Invoice no. TAPL/173/2013-14 received from M/s. Touchstone Advertising (P) Ltd,  
Dated:10-09-2013.

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**ORDER:-**

As part of Tourism Promotion, Tourism Department Government of Andhra Pradesh has taken up the promotional Activities at major Metropolitan Airports like Delhi; Mumbai; Bangalore; Hyderabad etc. It is submitted that – this Department has taken various mediums of promotion viz., 7 Conveyor Belts of Double Sided; 64 Digital Screens and for the first time has taken up premier promotional space of 64 feet at Delhi International Airport and propose to setup an unique Stall depicting the destinations of the State.

2. In this regard M/s. Touch Stone Advertising Pvt., Ltd., Hyderabad an empanelled advertising agency with the department, regularly undertakes the creative of AP Tourism Stalls at all Fairs and Festivals, participated by this Department like TTF, IITM, etc., The same agency was requested to undertake the similar activity for creation, Designing, Fabrication, Transportation and erecting of Kakatiya Gate Stall for AP Tourism at Delhi International Airport. After regular interactions, discussions, the agency has submitted the final designs of Kakatiya AP Tourism Stall, 1 No. of LCD Screens of 55 inches (Large Format) capacity at Delhi International Airport and also submitted bills amounting to Rs.14,60,680/- (Rupees Fourteen Lakhs Sixty Thousand Six Hundred and Eighty only) including taxes and requesting for release of payments.

3. Government, after careful examination of the matter hereby sanction an amount of Rs.14,60,680/- (Rupees Fourteen Lakhs Sixty Thousand Six Hundred and Eighty only) including taxes to M/s. Touchstone Advertising Pvt., Ltd., Hyderabad, towards the cost of designing and execution of AP Tourism promotional counter at Delhi International Airport for a period of 1 month display.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

(P.T.O)

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5. The Drawing and Disbursing officer, YAT & C (PMU) Department shall draw the sanction amount at Para -3 above and disburse the same to M/s. Touchstone Advertising Pvt., Ltd., Hyderabad, through on-line. The Bank account details are as following:-

Account No. 26610200000060,  
Name of the Bank: Bank of Baroda, Banjara Hills Branch, Hyderabad-34,  
IFSC Code: BARB0PBBHYD and  
PAN No. AABCT0849G.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To  
M/s. Touchstone Advertising Pvt., Ltd., Hyderabad.  
The Drawing and Disbursing Officer, YAT & C (PMU) Department  
The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.

**Copy to:**

The YAT & C (PMU – Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**